

3.2 Style Guide – Commercial Styles



3.2.1 INTRODUCTION

Grapevine, like many other smaller communities with an intact historic core, illustrates the town's vitality and growth over the last century by its' variety of architectural styles in its' commercial buildings.

The Main Street Historic District reflects every period of Grapevine's commercial development history, from late 19th and early 20th century with one-part and two-part commercial buildings; streamline moderne (as reflected in the Palace Theatre) and reconstruction of even earlier buildings in the Wallis Hotel.

Primary building materials include masonry load-bearing walls with cast-iron storefronts, wood storefronts and brick storefronts. Roofs of the commercial buildings are overwhelmingly flat or low-pitched and hidden behind often ornate parapets. Building massing typically is symmetrical, although there are some exceptions.

While none of the historic commercial buildings have integral porches, there were a variety of suspended canopies, added porches, and awnings at the front of these buildings to offer protection from the elements for the customers.

3.2.2 TWO PART COMMERCIAL BLOCK

The two-part commercial block is the most common type of composition used in small and moderate-sized commercial buildings throughout the country and in north Texas. This type is characterized by a horizontal division into two distinct zones. These zones may be similar while clearly from one another; they are typically harmonious in Grapevine. The lower zone, at street level, indicates public spaces such as retail and offices and has window and door openings which relate to the street and the pedestrian environment it faces. The upper zone suggests more private spaces.

The ‘horizontal division’ in many of Grapevine’s historic commercial buildings is a signband, often occurring in relationship with transoms over the storefront and entry area.



**TYPICAL TWO-PART
COMMERCIAL BLOCK**

In the example above, the vertical components of the façade – cast iron storefront and the brick pilasters at the second floor – align and strongly relate to one another.